BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 National Diploma in Travel and Tourism Pearson BTEC Level 3 National Extended Diploma in Travel and Tourism
Unit number and title	**Unit 5: Travel and Tourism Enterprises**
Learning aim	D: Carry out a pitch for the new travel and tourism enterprise start-up plan in order to generate interest in the new travel and tourism enterprise.
Assignment title	Pitching My Bright Idea
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a junior researcher for 'Bright Ideas in Tourism', a market research company specialising in the travel and tourism industry. Your manager has entered your start-up plan into a competition run by the Institute of Travel and Tourism. You have been invited to pitch your start-up plan to a panel of industry professionals at a monthly 'Network ITT' event. Your aim is to generate interest in your new travel and tourism enterprise.
Task 1	**Planning and preparing your pitch** ● Use appropriate resources to produce a well-designed, individual presentation, and prepare detailed supporting documents, linked to your enterprise research, to effectively communicate your enterprise to your audience. Prepare a detailed risk assessment of the venue and a detailed contingency plan. **Presenting your pitch** ● Carry out your pitch presentation, with supporting documents, to generate interest in your idea for a new travel and tourism enterprise. Your presentation should be appropriate for your intended audience, and you should aim to show your technical ability, attention to detail and innovation. **Review** ● Following your pitch, write a review of the activity, showing how you demonstrated individual self-management and initiative in the presentation of a

	high quality and successful pitch to generate interest in the enterprise, and making recommendations for improvements.
Checklist of evidence required	Slides, documents, display materials and resources used in your pitch Risk assessment and contingency plan Record of Practical Activity completed by your Assessor Witness statements Digital media recording of pitch Written review with recommendations

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
5/D.D3	Demonstrate individual self-management and initiative in the presentation of a high-quality, successful pitch that generates interest in the new travel and tourism enterprise.
5/D.M4	Plan and present a pitch for the new travel and tourism enterprise, making recommendations for improvements.
5/D.P8	Present a pitch for the new travel and tourism enterprise to a selected audience.
5/D.P7	Prepare the resources and documentation needed to present a pitch for the new travel and tourism enterprise to a selected audience.

Sources of information to support you with this Assignment	**Textbooks** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson Van Emden, J and Becker, L (2016) *Presentation Skills for Students 3rd edn.* London: Palgrave **Websites** http://www.itt.co.uk www.virginmediabusiness.co.uk Example pitches from 'Pitch to Rich'.
Other assessment materials attached to this Assignment Brief	

Pearson BTEC